

Tires - US - 2021

Report Price: £3695 | \$4995 | €4400

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This report looks at the following areas:

- The impact of COVID-19 on automobile reliance and the tires market
- Trends in recent tire purchases, including attitudes, reasons and locations shopped
- Consumer price expectations for tires and the optimal price point to appeal to shoppers
- The behaviors and attitudes of consumers in the market for tires

While most consumers who have at least one vehicle in their household have purchased tires, some 41% aren't aware of what brand of tires are on their vehicle. This represents an opportunity for tire retailers to educate consumers in various ways.

COVID-19 has led to an increased emphasis on the use of personal vehicles as a form of protection from the virus. As the chip shortage continues to affect the production of new vehicles, used cars have witnessed extended use and demand. The average age of a vehicle is roughly 12 years and has continually increased annually. This presents a good sign for tire brands and retailers, indicating that consumers will need multiple tire changes throughout the lifetime of their vehicle.

Moving forward, retailers and brands have the opportunity to expand upon complimentary services and aspects of customer services to generate in-store traffic and gain the trust of consumers through in-store salespeople. Retailers who adapt to the need for convenience amongst consumers will be able to differentiate themselves from their competitors by bringing the services to them.



“For the majority of consumers, tires aren't at the top of their minds and are likely to stay that way until they encounter an issue. When issues arise, consumers are likely to lean on a retailer they trust to guide them through their purchasing process but not without doing their own research.”

– Gabe Sanchez, Automotive Analyst

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